

**LEGAL NOTICE
TOWN OF NORTHFIELD
REQUEST FOR PROPOSALS**

The Northfield Historical Commission, by and through the Town of Northfield, is seeking proposals from qualified historic preservation consultants to undertake the "Northfield Community-wide Historic Properties Survey." Proposals must be received at the Office of the Town Secretary, 69 Main St., Northfield, Massachusetts 01360, townsec@townnfld.com, on or before 1:00 pm, Wednesday, August 10, 2011. The Town has established a budget not to exceed \$20,000 for the project.

The Town of Northfield reserves the right to reject any and all bids or to waive any informalities in the Proposal process, if deemed in the Town's best interest.

The Request for Proposals (RFP), containing scope of work, proposal requirements, and evaluation criteria, will be/is available upon request starting Wednesday, July 6, 2011 at the Office of the Town Secretary, 69 Main St., Northfield, Massachusetts 01360, townsec@townnfld.com, 413-498-2901.

Proposers must meet the following minimum qualifications: a Bachelor's degree in Historic Preservation, Architectural History, History, Art History, or a closely related field, plus at least two years full-time experience in an area relevant to the project; or a Master's degree in any of the above-mentioned areas.

Thomas W. Hutcheson
Town Administrator

**Town of Northfield
Northfield Historical Commission**

REQUEST FOR PROPOSALS
Northfield Community-wide
Historic Properties Survey

July 6, 2011

PROPOSALS DUE:

Wednesday, August 10, 2011, 1:00 pm

Late Proposals Will Be Rejected

DELIVER COMPLETED SUBMISSIONS TO:

Town of Northfield
Office of the Town Administrator
69 Main St., Northfield, MA 01360
Phone: 413-498-2901, ext.15; e-mail: admin@townnfld.com

For Further Information, Please Contact:
Marie Ferré, Chairperson, Northfield Historical Commission

at 413-498-4599 esrie1230@gmail.com

**TOWN OF NORTHFIELD, OFFICE OF THE TOWN ADMINISTRATOR
69 MAIN ST, NORTHFIELD, MA 01360**

REQUEST FOR PROPOSALS

**Northfield Community-wide
Historic Properties Survey**

I. INTRODUCTION

The Town of Northfield (Town) is seeking proposals from qualified historic preservation consultants to undertake an intensive-level, community-wide survey of cultural and architectural resources in the town of Northfield. This Request for Proposals (RFP) stipulates the procedures and requirements to be used by the Town in its selection for consulting services. The project will be divided into four phases, to be completed over a nine-month period:

- ❖ PHASE I – Identification of historic resources available for the project and development of methodology;
- ❖ PHASE II – Identification of properties to be surveyed and production of sample inventory forms;
- ❖ PHASE III – Production of complete draft inventory forms for review by the Northfield and Massachusetts Historical Commissions;
- ❖ PHASE IV – Production of final inventory forms, reports and maps.

The Town will evaluate all timely proposals to ensure that all required submittals have been included in responses and that all responses meet the Minimum Evaluation Criteria. Proposals that are deemed to be complete shall be presented to a selection committee consisting of the Town Administrator and members of the Northfield Historical Commission and reviewed/ranked using the Comparative Evaluation Criteria. The top-ranked proposals will also be reviewed by the Massachusetts Historical Commission (MHC) before an award can be made. Activities will commence immediately upon MHC concurrence with the Town's selection of a proposal and issuance of a Notice to Proceed. Proposers must provide fee amounts for these four tasks in their proposal. The Town has established a budget not to exceed \$20,000.

II. PROJECT AREA

The project area will include the town of Northfield, Massachusetts.

III. FUNDING SOURCE(S)

The Project is being funded in part by the Town of Northfield, and in part through a Massachusetts Historical Commission Survey and Planning Grant, with Federal funds from the, National Park Service, U.S. Department of the Interior.

IV. PROJECT OBJECTIVES

See Attachment A for the complete Scope of Work.

Much of Northfield's existing survey dates from the 1970s and early 1980s, upon which the 1982 Main Street National Register Historic District was based. Although this has been supplemented in the last ten years by a detailed survey of the Northfield Mount Hermon School area, Northfield's documented survey is sparse at best. Over the years, the town has lost a number of significant structures, including the "Chateau," the Northfield Inn, an earlier Trinitarian Congregational Church and five railroad stations, whether it be due to a lack of appreciation of the town's historic resources of the late 19th and early 20th centuries, to a lack of sufficient funds or to the misfortunes of fire and other natural disasters.

Although the town's earliest buildings were identified by survey forms in the 1970s survey, some of the key areas of Northfield from the latter part of the 19th and early 20th centuries are undocumented. These were some of Northfield's golden years when its native son, evangelist Dwight L Moody, figured large on the stage of the world as well as in local building growth. The new campus for his Northfield Seminary (later a campus of the Northfield Mount Hermon Schools), was built for young farm women as a four year preparatory school for such as Wellesley College, and housed Moody's summer religious conferences which drew many. Railroad stations, a bridge across the Connecticut River, a bigger church, a chateau, a post office, new streets and homes were all built in short order. Thus was this northeastern section of town reborn as East Northfield. The foothills of the campus, formerly high meadows and woodlots, became tent sites for the multitudes who came for the summer conferences and the Moody lure. At the beginning of the 20th century this site and others nearby began to be developed as unique and seasonal cottage communities for those who attended the conferences or who also wanted the fresh pine air. The streets of East Northfield began to feature more residential structures of note, and the hillside communities of "Rustic Ridge, the "Northfield Highlands" and "Mountain Park" dotted the landscape with rustic cottages and cool shade. Yet most all of these structures inspired by a significant voice in history are heretofore undocumented. The project will focus primarily, but not necessarily exclusively, on historic architectural resources in these neighborhoods.

This new survey will be critically important to Northfield as the town faces dramatic changes. The Northfield campus of Northfield Mount Hermon is to be the home of C.S. Lewis Foundation's Great Books College. The land and structures involved contain much of Northfield's 19th and 20th-century history. The Board of Selectmen is looking to create a new Master Plan to prepare for the next decade. The new survey will be critically important to Northfield as the town faces dramatic changes. When residents are planning for Northfield's future as a "college town," the messages of builders more than a century ago will be invaluable.

The current survey forms, however inadequate, have been much used at the Town hall and the town library. The new survey, with both digital and hard copy will immeasurably enhance public access. It will be placed on the town website and also at the library, providing universal access. Individuals will be able to research their homes; planning boards can prioritize their work. Answers will be available to utility companies, highway departments or other entities which must check on the historic impact of their activities.

V. PROPOSAL REQUIREMENTS

Five (5) copies of the proposal must be furnished to the Town Administrator for review by the Selection Committee. The overall proposal must include:

A. Technical Requirements - to be submitted in Envelope A

1. The identity of the individual, partnership or corporation applying for contract award and credentials of the personnel who would actually perform the work, as well as their managers, and the nature of the supervision. State the responsibilities of each of the project personnel. If the consultant intends to sub-contract the photography or any other work required in the scope of services, the sub-contractor must be identified. Sample work products are required for all personnel. This item is a major determinant in assessing the proposer's qualifications and will be incorporated as a condition in the contract to be awarded.
2. An applicant qualifications statement, including professional qualifications and work experience attesting to capacity to perform the required work program. Include resume(s), detailing academic and professional work experience attesting to capacity to perform the required work program. Resumes are required for all project personnel. Proposers must meet the following minimum criteria:
 - a. Bachelor's Degree in Historic Preservation, Architectural History, History, Art History or a closely related field and at least two years full-time experience in an area relevant to the project; or
 - b. Master's Degree in Historic Preservation, Architectural History, History, Art History or a closely related field.
3. A detailed explanation of the proposer's approach to this project: methodology, demonstrated understanding of the scope of work and completion deadline, and the proposer's expectations of assistance and services from the Town. A technical work plan and project timeline for accomplishing the tasks described in the scope of services must be provided.
4. A client reference list, with names, addresses, telephone numbers, and e-mail addresses (if available) especially for clients for whom the proposer has performed similar services within the past five (5) years.
5. Any other information deemed relevant to the project, and which the proposer believes will further the competitiveness of the proposal.
6. Proposal Signature Form, Certificate on Non-Collusion, and Certificate of Vote of Corporation, as applicable (see Attachments C, D, and E).

B. Price Proposal Requirements - to be submitted in Envelope B

1. Completed Attachment B – Fee Proposal Form.

Please note: Any proposal that fails to include all of the above information will be rejected as unresponsive, and will not be afforded a complete review by the Selection Committee.

VI. SELECTION CRITERIA

1. Minimum Evaluation Criteria

The Selection Committee shall first review each technical proposal to ascertain whether or not the following minimum criteria have been met:

- a. The technical proposal includes all of the items for a complete proposal.
- b. The proposer meets the minimum qualifications as outlined above.

2. Comparative Evaluation Criteria

All responsive proposals will be judged against the **Comparative Evaluation Criteria** detailed below. The Town will rank each proposal as:

- a. Highly Advantageous – the proposal fully meets and significantly exceeds the standards of the specific criterion;
- b. Advantageous – the proposal fully satisfies the standards of the specific criterion;
- c. Not Advantageous – the proposal does not fully meet the standards of the specific criterion, is incomplete, unclear, or both.

The Selection Committee shall rate and rank each technical proposal meeting the Minimum Evaluation Criteria according to the Comparative Evaluation Criteria listed below. The Fee Proposal Forms will then be opened and reviewed. The Selection Committee will then select the most overall advantageous proposal. Such ratings shall be included in a written recommendation for selection to the MHC.

2.1. Quality and Depth of Project Experience

Highly Advantageous – The project proposal demonstrates superior experience in providing services related to the Town's requirements. The project proposal demonstrates a wide depth of experience with similar projects (5 or more), and prior experience with municipally, privately, or MHC-funded not-to-exceed or fixed-fee contracts. Project work samples are of outstanding quality in content and technical presentation.

Advantageous – The project proposal demonstrates solid experience in providing services related to the Towns requirements. The project proposal demonstrates a good depth of experience with similar projects (3 to 5), and prior experience with municipally or privately funded not-to-exceed or fixed-fee contracts. Project work samples are of good quality in content and technical presentation.

Not Advantageous – The proposer has limited experience in providing services related

to the Town's requirements or with similar projects (less than 3), and prior experience with public or private, not-to-exceed or fixed fee contracts. Project work samples minimally meet current standards for content and technical presentation.

2.2. Qualifications of the Proposer

Highly Advantageous – The proposer's resume(s) demonstrate that proposer has superior training, educational background and work experience appropriate to the project described herein and all key project personnel demonstrate professional experience well beyond the minimum requirements.

Advantageous – The proposer's resume(s) demonstrate that proposer has adequate training, educational background and work experience appropriate to the project described herein and all key project personnel demonstrate professional experience that meets or somewhat exceeds the minimum requirements.

Not Advantageous – The proposer's resume(s) do not demonstrate that proposer has adequate training, educational background and work experience appropriate to the project described herein.

2.3. Desirability of approach to the project, demonstrated understanding of the community's historic and cultural resource protection needs, and proposer's ability to undertake and complete this project in a timely manner.

Highly Advantageous – The proposal demonstrates a superior approach to the subject material, an understanding of the historic and cultural resource issues addressed by the project, and a clear analysis of the time required for each phase of the project. The proposal demonstrates a strong understanding of the history and development of local architectural forms in Massachusetts communities. All references confirmed that consultant had met schedule expectations and delivered an "on-time" project.

Advantageous – The proposal demonstrates a good approach to the subject material, an understanding of the historic and cultural resource issues addressed by the project, and presents a time schedule that meets the project requirements. One reference stated that consultant was unable to meet the agreed-upon project schedule.

Not Advantageous – The proposal does not demonstrate a desirable approach to the project and does not demonstrate a clear understanding of the community's historic and cultural resource protection needs. More than one reference indicated that consultant had been unable to meet the agreed-upon project schedule.

2.4. Overall Quality of Client References

Highly Advantageous – All references contacted spoke favorably of the work

performed by the proposer and would use them again for a similar project without hesitation.

Advantageous – The great majority of references spoke favorably of the work performed by the proposer and would use them again for a similar project without hesitation.

Not Advantageous – One reference stated that there had been significant difficulties with the proposer's ability to deliver the contracted services and deliverables.

2.5. Completeness and Quality of Proposal

Highly Advantageous – Response is complete, concise, informative, and highly detailed. Proposal reflects that proposer is able to perform in a superior manner acceptable to the Town. Evaluation team is completely convinced about the proposer's ability to provide the level of services as required by the Town. Proposal demonstrates excellent communication and documentation skills.

Advantageous – Response is complete, informative, and meets criteria for responsiveness. Evaluation team finds proposal reflects that proposer is able to perform in an adequate manner acceptable to the Town. Proposal demonstrates a good level of communication and documentation skills.

Not Advantageous – Response lacks a comprehensive approach, but meets criteria for responsiveness. Evaluation team finds proposal reflects that proposer may be able to perform in a manner acceptable to the Town. Communication and documentation skills appear only adequate.

VII. INTERVIEWS

After review of the technical proposals, the Selection Committee may, at its discretion, schedule interviews with any or all of the proposers for the purpose of further evaluation of the proposer's qualifications and ability to provide the required service. Interviewees will be ranked on their presentation.

VIII. PROJECT FEE

The Town has established a budget not to exceed \$20,000 for the Scope of Services described herein. Proposers must complete Attachment B – Fee Proposal Form. Project fees must be provided for each of the four phases of work as described in the form. Fees shown shall include all costs and expenses (including materials, copying, mileage, photography, etc.) necessary to complete the scope of services defined in Attachment A of this RFP.

IX. PROJECT SCHEDULE (see Attachment A for description of work components):

- ❖ PHASE I – Identification of historic resources available for the project and development of methodology – October 28, 2011;

- ❖ PHASE II – Identification of properties to be surveyed and production of sample inventory forms – December 23, 2011;
- ❖ PHASE III – Production of complete draft inventory forms for review by the Northfield and Massachusetts Historical Commissions – May 11, 2012;
- ❖ PHASE IV – Production of final inventory forms, reports and maps – June 29, 2012

Please note: all contract work must be completed by June 29, 2012.

X. PROPOSAL SUBMISSION

Proposals will be received at the Town of Northfield, MA Office of the Town Administrator **until August 10th, 2011 at 1:00 pm.** After this time they will be opened in confidence in accordance with M.G.L. c. 30B, §6 (d). **Proposals received after that date and time will be rejected.**

The e-mail address for proposals is:
townsec@townnfld.com

The mailing address for all deliveries and walk-in service is:

**Town of Northfield
Office of the Town Administrator
69 Main St
Northfield, MA 01360**

If submitting hard copies, five (5) copies of each proposal shall be submitted as follows:

Technical proposals shall be submitted on the form furnished and sealed in an envelope marked:

Proposal Envelope A - Technical Proposal

**Northfield Community-wide
Historical Properties Survey**

Bidder's Name _____

Price proposal shall be submitted on the form furnished and sealed in an envelope marked:

Proposal Envelope B – Price Proposal

**Northfield Community-wide
Historic Properties Survey**

Bidder's Name _____

NOTE: Price proposals must be kept entirely separate from technical proposals. Failure to follow this instruction will result in rejection of the proposal.

**ATTACHMENT A-1
TOWN OF NORTHFIELD COMMUNITYWIDE
HISTORIC PROPERTIES SURVEY
PHASE I**

SCOPE OF WORK

PROJECT OBJECTIVES

The purpose of this project will be to undertake an intensive level communitywide survey of cultural and architectural resources in the town of Northfield. This project will be structured to provide professional cultural and architectural resource survey expertise to the community. Specific project goals are as follows:

- 1) To conduct a communitywide survey to assess and document approximately 100 selected cultural and architectural resources, following Massachusetts Historical Commission (MHC) survey standards and methodology. Particular attention will be given to previously unsurveyed properties, predominantly in the area of “East Northfield,” and contiguous areas of “The Rustic Ridge” and “The Highlands.”
- 2) To identify contexts for National Register evaluation and to apply the National Register criteria to all resources identified in the survey;
- 3) To submit to MHC a list of individual properties and/or districts that are recommended for nomination to the National Register of Historic Places.

METHODOLOGY

The Analytical Framework:

The communitywide survey project must incorporate MHC criteria and methodology, to current standards. (See MHC's *Historic Properties Survey Manual: Guidelines for the Identification of Historic and Archaeological Resources in Massachusetts* (1992), *Survey Technical Bulletin #1* (1993), *MHC Interim Survey Guidelines* (March 1999, et seq.), *MHC Interim Guidelines for Inventory Form Photographs* (2008), and MHC's *Interim Guidelines for Inventory Form Locational Information* (2009). Both MHC survey guidelines and the tasks and products of the survey Scope of Work meet the Secretary of the Interior's *Standards and Guidelines for Identification* (1983).

The MHC criteria for conducting a communitywide survey are designed to identify the full range of cultural resources. Cultural resources are the physical elements in the landscape that remain from historical patterns of human activity. There are many components of a community's historical development that are associated with the location and type of surviving cultural resources. A communitywide survey should therefore relate cultural resources to historic patterns of architectural development, land use, economic development, social and demographic history, and events that had an impact on the community. The communitywide survey should recognize ethnic and cultural diversity within the community, and seek to identify cultural resources associated with the history of the minority social and cultural groups and individuals that may have played a role in the community's history.

The *MHC Reconnaissance Survey Town Report* for Northfield and the corresponding MHC *Reconnaissance Survey Regional Report* for the Connecticut Valley (1984), existing survey forms

and National Register nominations on file with the MHC will provide a preliminary framework and base of information for this analysis. Individual forms and area forms will expand upon the information in the *Town Report* and will relate inventoried properties to the significant themes in the historical development of the town.

Phase Meetings:

The project consists of four phases. Project personnel, both the consultant and the project coordinator, will meet with MHC staff at MHC offices in Boston to review project progress and products at the end of each phase. Work to be carried out during each phase and products due at the end of each phase, are described below.

The Inventory:

The communitywide survey will consider the full range of cultural resources in terms of period, theme, property type, architectural form and style, and geographic distribution. The survey will consider all periods of architectural and historic development from the period of first colonial European presence to circa 1960, with particular focus on pre-1910 resources. Significant themes of historical and architectural development will be identified, and resources will be related to these themes.

The community survey will identify buildings and structures that are architecturally and historically significant in the history and development of the community. The survey will include both representative and outstanding examples of the building forms, types, and styles present in the community.

MHC individual property and area inventory forms, maps and National Register recommendations will be completed and submitted to MHC in accordance with the survey guidelines set forth in the MHC's *Historic Properties Survey Manual: Guidelines for the Identification of Historic and Archaeological Resources in Massachusetts* (1992) and *Survey Technical Bulletin #1* (1993), *MHC Interim Survey Guidelines* (March 1999 et seq.), and *MHC Interim Guidelines for Inventory Form Photographs* (2008), *MHC Interim Guidelines for Inventory Form Locational Information* (2009), as well as the Secretary of the Interior's Standards and Guidelines for Identification (1983, copies available from the MHC). These publications and memoranda are all incorporated into this contract by reference. The work to be carried out during each phase, and products due at the end of each phase, are described on the following pages.

SCOPE OF WORK

Phase I (5 weeks)

Tasks:

- Meet with local project coordinator/local historical commission (LPC/LHC) and MHC staff to discuss the scope and inventory methodology of the project and to assess the available documentary materials (LHC files, collections and existing research, maps, local histories, etc.);
- Select maps, including a working map and large-scale base map (assessor's parcel map is preferred), to identify inventoried areas and properties;

- Determine availability of electronic mapping and parcel data and of town-based GIS data suitable for use in the project;
- Review existing inventory forms on file at the LHC and at the MHC;
- Conduct initial research and reconnaissance survey to verify the types and geographical distribution of cultural resources, and to develop criteria for selecting properties to be extensively researched in the survey.

Products:

- Working maps and large scale base map(s) to be used to identify inventoried properties
- Methodology statement, specifying:
 1. Survey objectives;
 2. Criteria for selecting properties for survey;
 3. Procedures to be followed in the survey and forms of products to be created;
 4. Expectations about the kind, location, and character of historic properties to be recorded;
 5. An assessment of existing documentation;
 6. A brief description of the amount and kinds of information to be gathered about the properties;
 7. Bibliography.

Phase I will be completed by Friday, October 28, 2011

Phase II (8 weeks)

Tasks:

- Conduct continued architectural assessments and documentary research to identify important historic themes, events, and persons for the survey target areas, with particular attention to substantially synthesizing and supplementing the information already available. Research collections, should include relevant local, regional and state library and archive collections, as well as web-based research sites.
- Apply selection criteria and prepare list of specific properties to be surveyed.
- Complete representative draft inventory forms for different property types.
- Meet with LHC and MHC staff to review property lists and draft forms.

Products:

- List of properties to be surveyed, arranged alphabetically by street address
- Representative draft inventory forms, to be submitted in both hard copy and MS Word format.

Phase II will be completed by Friday, December 23, 2011

Phase III (20 weeks)

Tasks:

- Conduct intensive research of properties selected for inventory
- Identify contexts for National Register evaluation and apply National Register criteria to inventoried areas and resources;

- Prepare draft list of all areas and resources recommended for National Register nomination;
- Prepare inventory forms with photographs and property location maps. Forms for any surveyed properties listed in the State Register of Historic Places must be marked at top front with appropriate designation code and date.
- Submit draft inventory forms with photographs, draft National Register contexts, and National Register recommendation to MHC and LHC for review and comment (comments to be incorporated during Phase IV).
- In consultation with LHC, MHC survey and MACRIS staff, develop lettering and numbering system for inventoried properties.

Products:

- Unnumbered complete draft inventory forms for approximately 100 properties with photos and locus maps for all areas, buildings, sites, structures, and parks/landscapes. (This information may optionally be submitted in electronic form only for this project phase [CD or DVD].)
- Draft discussion of National Register contexts and list of all areas and resources recommended for National Register nomination

Phase III will be complete by Friday, May 11, 2012

Phase IV (7 weeks)

Tasks:

- Add inventory letters/numbers to forms, if these were not added in Phase III.
- Name MS Word files to conform to MHC file-naming convention.
- Complete National Register Criteria Statement forms to be attached to appropriate inventory forms.
- Prepare base map(s) identifying inventoried properties.
- Prepare street index of inventoried areas and properties.

Products:

- Hard-copy numbered MHC inventory forms for approximately 100 properties (two sets with original photographic prints: one for MHC and one for the LHC. Inventory forms must be printed on 24 lb. bond paper of at least 25% cotton fiber content. Photographs must be 3½" X 5½" or 4" by 6" digitally produced ink jet prints using MHC approved printer/paper/ink combinations that produce prints with a minimum 75-year permanence rating. (The paper inventory forms should incorporate the electronic version photograph(s) in addition to the attached photographic print. Only one paper print, of the primary view, is required for each inventory form.)
- Large-scale base map(s) with all inventoried areas and properties identified by inventory number (two sets: one for MHC and one for the LHC).
- Survey Final Report (four *paginated, unbound* copies (two for MHC, two for LHC) which will include the following sections:

1. Abstract;

2. Methodology statement, including survey objectives, assessment of previous research, selection criteria, procedures followed in the survey, description of products and accomplishments and an explanation of how results of survey differed from those expectations;
 3. Street index of inventoried properties. Areas will be listed separately at the beginning, arranged alphabetically by area name. Individually inventoried properties follow, arranged alphabetically by street name. Property name (if any) and inventory number also will be included on this list;
 4. Final discussion of National Register contexts and list of recommendations for areas and properties to be nominated to the National Register of Historic Places
 5. Further study recommendations; and
 6. Bibliography.
- CD containing a MS Word file for each inventory form. Each Word file should conform to MHC file naming convention, and incorporate photograph(s) and map(s). The CD should also include an MS Word version of the final survey report.
 - A separate CD containing high-resolution TIF or JPG images for surveyed properties, identified by street address or MACRIS number, following MHC file naming convention for photographic images.

**The Survey Final Report must identify the community repository and/or municipal office(s) where completed survey documentation (inventory forms, base maps and final report) will be made available to the public.

Phase IV will be completed and submitted to the MHC and LHC by Friday, June 29, 2012